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## **BUSINESS PROGRAMME - INNOVATIONPARC ZONE 2**

**28 JANUARY / TUESDAY**

### **PACKAGING — BEST PRACTICE**

11:00 – 13:00

Moderator: Anna Lebedeva, Executive Director, Association for Marketing at Retail - POPAI Russia

### **HP INDIGO – DIGITAL PRINTING IN PACKAGING**

Christian Menegon, WW Business Development Manager, HP Inc.

### **BRAND FINISHING: FINISHING SOLUTIONS FROM DOUBLE V FOR DECORATING AND BRAND PRODUCT PROTECTION**

Boris Scher, hinderer+muehlich, Victoria Misonzhnik, Double V.

### **UGLY DESIGN, HOW AND WHY IT WORKS**

Anna Gundarina, Customer Service Department Manager, RedinDesign

### **CORRUGATED CARDBOARD PACKAGING: HOW IS MARKETING FUNCTION CHANGING?**

Konstantin Glushenkov, Customer Experience Management Director, GOTEK

**Organiser: Association for Marketing at Retail - POPAI Russia**

### **PACKAGING AND LABELLING: NEW FUNCTIONS OR EXCESSIVE COSTS?**

14:00 – 16:00

Moderator: Pyotr Bobrovsky, Chairman of Packaging Technical Standardisation Committee No 223 of Rosstandart

14:00

Opening of the session. Welcome speech by Pyotr Bobrovsky, Chairman of Packaging Technical Standardisation Committee No 223 of Rosstandart

14:10

### **LABELLING WITH IDENTIFICATION TECHNIQUES - PHARMACEUTICAL INDUSTRY EXPERIENCE: ISSUES AND SOLUTIONS**

Mikhail Khazanchuk, Quality and Compliance Senior Manager Johnson&Johnson, LLC (Johnson&Johnson)

14:30

### **SVETOFOR — FOODSTUFFS COLOUR CODING SYSTEM**

Irina Antyushina, Senior External Relations Manager, Unilever Rus, LLC (Unilever)



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14:50

**REQUIREMENTS OF THE TECHNICAL REGULATIONS OF THE CUSTOMS UNION 'ON PACKAGING SAFETY' FOR LABELLING MEANS OF CLOSURE AND PACKAGING**

Olga Kovaleva, Chairwoman, Technical Standardisation Committee No 415 'Means of Closure', Rosstandart.

15:05

**LABELLING WITH IDENTIFICATION TECHNIQUES: RETAIL TRADE VIEWPOINT**

Anna Yurzinova, Project Manager, Lenta, LLC (Lenta retail chain).

15:25

**MULTIFUNCTIONAL LABELLING SOLUTIONS FROM LEONHARD KURZ**

Elena Stroganova, Senior Manager, Foil Department, Double V Group

15:40

**Discussions. Q&A session. Exchange of views between session participants.**

**Organiser: Packaging Technical Committee of Federal Agency for Technical Regulation and Metrology (Rosstandart)**

**29 JANUARY / WEDNESDAY**

**CIRCULAR ECONOMY IN THE AREA OF PACKAGING — EXPECTATIONS AND REALITY**

13:00 – 16:30

Moderator: Alexander Boyko, General Director of National Packaging Confederation, Chairman of Subcommittee, Chamber of Commerce and Industry of the Russian Federation

13.00 Greetings by organisers

13:10 – 13:40

**PRODUCTION AND RECYCLING OF POLYMER PACKAGING IN EUROPE**

Vera Fritsche, VDMA - German Mechanical Engineering Industry Association, Food Processing and Packaging Machinery

13:40 – 14:00

**ECO-FRIENDLY PACKAGING TRENDS**

Vera Bokareva, expert and business coach in the area of polymer packaging

14:00 – 14:20

**LEGISLATIVE INITIATIVES EFFECT ON WASTE RECYCLING INDUSTRY SECTOR**

Mikhail Penkov, Deputy General Director for Development, Self-Regulatory Organisation Association 'League of Waste Paper Processors'



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14:20 – 14:40

**CURRENT ISSUES IN PURCHASING AND SUPPLY OF SCRAP GLASS FOR GLASS INDUSTRY**

Maria Kartusova, Deputy Director of Representative Office, Steklosoyuz Association in the Southern and North Caucasian Federal District, Deputy Director, EKO SFERA, LLC, Cand. Biology

14:40 – 15:00

**REVISION OF EXTENDED PRODUCER RESPONSIBILITY (EPR) AND WASTE RECYCLING TARGETS IN RESPECT OF ALUMINIUM PACKAGING**

Natalya Kuzenkova, Head of Consumer Goods Sector, Aluminium Association

15:00 – 15:15

**PERFECT PACKAGING FOR RESPONSIBLE PRODUCTION AND CONSUMPTION SOCIETY**

Tatyana Nagorskaya, Chair of the Board, RazDelny Sbor Association

15:15 – 15:30

**RECYCLING OF TETRA PAK PACKAGING: TRENDS AND MARKET**

Olga Ivanova, Circular Economy Expert, TetraPak Russia, Belarus, and Central Asian countries

15:30 – 15:45

**EVROPLAST – AN EXAMPLE OF A COMPANY'S SUSTAINABLE DEVELOPMENT UNDER THE PRINCIPLES OF CIRCULAR ECONOMY**

Natalya Selezneva, Director, ARPET Association

15:45 – 16:00

**PACKAGING – SPLENDOURS AND MISERIES OF DUAL WASTE COLLECTION SYSTEM**

Elena Vishnyakova, Deputy CEO EcoLine

16:00 – 16:15

**PACKAGING WASTE MANAGEMENT IN EU AND RUSSIA. INFLUENCE ON GLASS SECTOR**

Vatan Abdurakhmanov, Chairman of Recycling Committee, Association of Glassware Producers

16:15 – 16:30

**SEPARATE WASTE COLLECTION - FROM MAKING DECISION ON PACKAGING TO APPROPRIATE RECYCLING**

Svetlana Morozova, EcoSpeaker, RazDelny Sbor social movement (Moscow) and Sobirator environmental charity project

**Organisers: Non-Commercial Partnership National Packaging Confederation (NCPack), VDMA — German Mechanical Engineering Industry Association, Messe Düsseldorf Moscow**



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**30 JANUARY / THURSDAY**

**BEVERAGE INDUSTRY AND BOTTLING TECHNOLOGIES. GLOBAL INITIATIVES, CHALLENGES AND OPPORTUNITIES**

14:00 – 17:00  
Moderator: Maxim Novikov, President, Russian Union of Producers of Soft Drinks and Mineral Water

14:00 – 14:15  
Opening speech by Maxim Novikov, President of the Russian Union of Producers of Soft Drinks and Mineral Water

14:15 – 14:30  
**REVIEW OF THE GLOBAL SOFT DRINK MARKET AND PACKAGING TECHNOLOGIES USED WITH A VIEW TO DEVELOPING IN RUSSIA**

Vera Fritsche, VDMA - German Mechanical Engineering Industry Association, Food Processing and Packaging Machinery

14:30 – 14:45  
**REVIEW OF THE MARKET OF BOTTLED WATER IN LARGE-FORMAT CONTAINERS**  
Bottled Water Producer Union (BWPU)

14:45 – 15:00  
**PRINCIPLES OF CIRCULAR ECONOMY IN THE RUSSIAN MARKET, CURRENT EPR ISSUES**  
Olga Ivanova, Environment Protection Manager, Tetra Pak, Russia, Belarus, and Central Asian countries

**BEST PRACTICES IN RECYCLING OF SECONDARY RAW MATERIALS**  
Yulia Ryazanova, Director of Marketing and Communications Department, L-PACK

15:00 – 15:15  
**GLOBAL APPROACHES TO ECOLOGICAL RESPONSIBILITY**  
Anna Avchukhova, Marketing Manager, SIG Combibloc LLC, Russia and CIS

15:15 – 15:30  
**ECOLEAN APPROACH TO SUSTAINABLE DEVELOPMENT IN BEVERAGE INDUSTRY**  
Yury Shishkov, Business Development Manager, ECOLEAN Russia and CIS

15:30 – 15:45  
**ADVANCED TECHNOLOGICAL SOLUTIONS FOR BOTTLING AND PACKAGING DRINKS: TENDENCIES AND TRENDS**  
Mikhail Shaporov, CEO, Aurora Pack Engineering, LLC



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15:45 – 16:00

**INSPECTION OF AN EMPTY REUSABLE BOTTLE. CONTROL OVER REDUCED SIZE OF PET BOTTLE CAPS**

Victor Ilyin, Regional Sales Manager, Heuft Eurasia, LLC

16:00 – 16:15

**SIDEL FLEXIBLE SOLUTIONS FOR PRODUCTION OF BEVERAGES REQUIRING DELICATE HANDLING**

Kirill Shevchenko, head of sales in Russia and CIS, Sidel East, LLC

16:15 – 16:30

**FILLING TECHNOLOGIES FOR FRUIT JUICES/MILK DRINKS WITH FRUIT**

Aleksey Kirichenko, Sales Manager, Kronos

16:30 – 16:45

**INTEGRATED INNOVATIVE PALLETISER SOLUTIONS FOR LIQUID FOODSTUFFS AND BEVERAGES**

Tolga Sertel, Sales Manager, KERAMIK MAKINA SANAYI VE TICARET A.S.

**Organisers: Union of Producers of Soft Drinks and Mineral Water, Messe Düsseldorf Moscow supported by OPORA RUSSIA's Beverage Industry Development Committee, Bottled Water Producer Union**

**31 JANUARY / FRIDAY**

**ANALYTIC SESSION: PACKAGING MARKET CURRENT STATE AND DEVELOPMENT PROSPECTS**

11:00 - 13:00

Moderator: Darya Podrez, Director, MegaResearch analytical agency

11:00 – 11:05

Moderator's greetings

11:05 – 11:25

**HOW PACKAGING MARKET IS DEVELOPING: TRENDS AND PACKAGING SOLUTIONS**

Vera Bokareva, independent expert and observer of the packaging market



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11:25 – 11:45

**RIGID SINGLE-USE PLASTIC PACKAGING MARKET IN ASIA AND EASTERN EUROPE: MAJOR CHANGES OVER THE PAST 30 YEARS**

Elizaveta Sharipova, PR Director, MegaResearch

11:45 – 12:05

**ECO-ORIENTED APPROACHES TO FLEXIBLE POLYMER PACKAGING**

Yulia Laryukhina, Deputy Commercial Director for Marketing, TIKO Plastic, JSC

12:05 – 12:25

**REVIEW OF CURRENT TRENDS AND NOVELTIES IN THE PACKAGING EQUIPMENT MARKET**

Maria Leontyeva, Analytic Department Manager, MegaResearch

12:25 – 12:45

**Q&A session**

12:45 – 13:00

**Moderator's closing speech**

**Organiser: MegaResearch analytical agency**